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ABSTRACT

This annotated bibliography provides a selected list of marketing reference sources for undergraduate and graduate business students interested in marketing and related topics. All sources listed are available in the Reference Department at the University Library at the University of Rhode Island Kingston campus. Most sources, with the exception of the Internet and online sources, can be accessed via the HELIN online catalog. Sources included in this bibliography were published during the 1990s unless otherwise noted. Topics include: (1) Encyclopedias and Dictionaries (5 items); (2) Guides and Bibliographies (6 items); (3) Handbooks (4 items); (4) Directories (8 items); (5) Demographics and Statistical Sources (10 items); (6) Advertising Media (8 items); (7) Regulation of Marketing (1 item); (8) Indexing Services (3 items) (9) Computer Compact Discs (CD-ROM) (3 items); (10) Online Services (7 items); and (11) Internet Sources (5 items). (EH)

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MARKETING

A Bibliography of Marketing Reference Sources

The University of Rhode Island
University Library

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LSC 541
Library Materials in Social Sciences
Prof. John Etchingham
May 6, 1996

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MARKETING

A Bibliography of Marketing Reference Sources

The University of Rhode Island
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Marketing is defined by the American Marketing Association, as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. The purpose of this bibliography is to provide a selected list of marketing reference sources for the undergraduate- and graduate- level business students interested in marketing and its related topics. All the sources listed are available in the Reference Department at the University Library located at the URI Kingston campus. Most of the sources, with the exception of the Internet and online sources, can be accessed via the HELIN online catalog. Sources included in this bibliography were published during the 1990s unless otherwise noted. URI dates of coverage included in the citations reflect the Library's holdings.

Encyclopedias and Dictionaries

Baker, Michael J. *Dictionary of Marketing & Advertising*. 2d ed. New York: Nichols/GP Publishing, 1990.

Revised edition of *Macmillan Dictionary of Marketing and Advertising*. Compiled in the United Kingdom. Entries arranged alphabetically and signed by contributing authors, provide comprehensive definitions of terms covering technical jargon and terms from other fields that are associated with marketing and advertising. Cross-references. Brief biographical information on important contributors. Overviews of relevant organizations and agencies. British slant towards some of the definitions. 271 p.
REF HF5415 B273 1990

Bodin, Nat G. *NTC's Dictionary of Direct Mail and Mailing List Terminology and Techniques*. Lincolnwood, IL: National Textbook, 1990.

Reissue of *Bodian's Encyclopedia of Mailing List Terminology and Techniques*. Feature over 1,500 brief definitions of language, terminology, practices and techniques specifically associate with the use of mailing lists. Contains 22 appendixes covering guidelines and customs. The software package information is out-of-date but otherwise offers useful information. Cross-references. 320 p.
REF HF5861 B63 1990

Bennet, Peter, ed. *Dictionary of Marketing Terms*. 2d ed. Lincolnwood, IL: NTC Business Books, 1995.

Features over 500 alphabetically arranged definitions of marketing terms prepared by authoritative individuals of the marketing discipline/profession. Entries contain a brief definition followed by the initials of the contributing authors. Cross-references to other relevant terms. References. Updated and expanded edition. 316 p.
REF HF5415 D4874 1995.

Clemente, Mark N. *The Marketing Glossary*. New York: AMACOM, 1992.

Features more than 1,400 in-depth definitions of the most frequently used concepts in marketing management, advertising, sales promotion, public relations, direct marketing, marketing research and sales. Each entry arranged alphabetically letter by letter rather than word by word. Cross-references. Appendixes. Arrangement of entries can be confusing. 392 p.
REF HF5415 C5414 1992

Jorgensen, Janice, ed. *Encyclopedia of Consumer Brands.* Vol. 1, *Consumable Products.* Detroit: St. James Press, 1994.

Part of a 3 volume set. Volume 1 is divided into 5 parts: food, pet food, alcoholic beverages, non-alcoholic beverages and tobacco. Brand are chosen for possessing a combination of elements including top sales and leading market share in their fields, strong public recognition and longevity. Entries area arranged alphabetically by brand with each entry containing an overview of brand history, sales and market share, competitors, advertising information and company address and a 3-4 page essay on how the brand name evolved, marketing strategies, technological innovations and its international market. Indexes.
REF HF5415.3 E527 1994

Guides and Bibliographies

Barksdale Jr., Hiram and Jack L. Goldstar, eds. *Marketing Information: A Professional Reference Guide.* Complied by Jennifer W. DeLaune. 3rd ed. Atlanta, GA: Georgia State University Business Press, 1995.

An updated edition. Organized into 2 parts. Part 1 is a guide to marketing associations, research organizations, advertising agencies, special libraries, continuing education programs and U.S. government agencies. Each section provides alphabetical listings. Indexes: subject and geographic. Part 2 is an annotated guide, arranged by 21 subject areas related to marketing, of books, periodicals, audiovisual materials and databases. Title index. 473 p.
REF HF5415.124 M37 1995.

Cavusigil, S. Tamer and Tiger Li. *International Marketing: An Annotated Bibliography.* Bibliography Series. Chicago: American Marketing Association, 1992.

Features more than 600 bibliographic citations of articles about international marketing, published between 1982-1991. Separated into 6 parts. Each entry contains a bibliographic citation and most have abstracts.. List of journals cited. Author index. Updated edition to reflect international marketing issues relevant to Eastern Bloc countries and EC Community. Because of the many changes in these countries since 1991, some of the citations may be more useful for retrospective information. 208 p.
REF Z7164 C8 C38 1992.

Daniells, Lorna M. *Business Information Sources.* 3rd ed. Berkeley, CA: University of California Press, 1993.

Revised edition. Features basic business sources with bibliographic citations and full annotations. Divided by subject area. Contains a section on marketing and advertising sources and specific industry statistics. List of abbreviations used for periodical indexes. Indexes: subject, author/title. Highly respected source. 725 p.
REF Z7164 C81 D16 1993

Dickinson, John R. *The Bibliography of Marketing Research Methods.* 3rd ed. Lexington, MA: Lexington Books/D.C. Health, 1990.

Features publications that appeared or were cited in popular marketing and research literature. Over 1,400 bibliographic citations under 214 headings and 1,114 subheadings. Citations are not annotated. Divided into 3 broad categories: "marketing research funding," "data collection methods" and "data analysis techniques." Indexes: subject and author. Comprehensive and well-respected source. Useful for retrospective study of marketing research methods. 1025 p.
REF Z7164 M18 D52 1990

Lavin, Michael. *Business Information: How to Find It, How to Use It.* 2d ed. Phoenix, AZ: Oryx Press, 1992.

Guide to finding business information sources and how to use them. Divided into 5 sections with 20 chapters found within these sections. Chapter 18 focuses on marketing information covering such topics as advertising and media sources, consumer behaviors and attitudes and market segments. Lists and describes major sources within these areas. List of exhibits and figures. Indexes: titles and subject. Very user friendly and explanations of how to use the sources are very helpful. 499 p.
REF HF5356 L6 1992

Webster, Frederick A. *Webster's Marketing Bibliography.* Kawkaulin, MI: Data Publisher's Corp., 1986.

A 46 volume comprehensive marketing bibliography. Most bibliographic citations include annotations. Citations are organized by topic within 13 separate series. Writings are arranged alphabetically by primary author and chronologically by date of first publication. A dated source but useful for historical information concerning all aspects of marketing.
REF Z7164 M18 W42

Handbooks

Bearden, William O., Richard G. Netemeyer and Mary F. Mobley. *Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research.* With association of Consumer Behavior Research. Newbury, CA: Sage Publications, 1993.

Features 124 multi-item scales for use in consumer behavior and market research. Organized into 8 parts. Each scale provides a definition of the construct, description of the measurement, development of the scale, sampling used, validity of the scale, mean, source from which the scale is derived, references and items of the scale. Bibliographic references at the end of each section. Fairly technical and does not contain an index but offers useful descriptions for measuring consumer and market behavior. 352 p.
REF HF5415.3 B323 1993

Friedlander Jr., Mark P. and Gene Gurney. *Handbook of Successful Franchising.* 3rd ed. Blue Ridge Summit, P.A.: Liberty Hall Press, 1990.

Outlines franchising trends, laws and lease agreements. Examines over 30 different business franchises. Information is organized into 35 chapters. Appendixes. Index. 520 p.
REF HF5429.235 U5 F74 1990

Gates, Sheldon. *101 Business Ratios: A Manager's Handbook of Definitions, Equations and Computer Algorithms.* Scottsdale, AZ: McLane Publications, 1993.

Organized into 2 parts, bringing together different types of business ratios used to measure progress and self-diagnose problems. Chapters 1-7 introduce and describe 101 specific business ratios. Chapters 8-11 are how-to sections concerned with practical approaches. Chapter 6 describes marketing ratios and formulas. Index. Glossary. Bibliographic References. Appendixes. Definitions of ratios are concise and easy to understand. 261 p.
REF HF5657 G38 1993

Nash, Edward, ed. *The Direct Marketing Handbook.* 2d ed. New York: McGraw-Hill, 1992.

Features all aspects of direct marketing. Fifty-two chapters, arranged within 7 sections. Each chapter is written and signed by a contributing author. Topics include strategy and planning, alternative media, creative tactics and applications. Updated version contains a greater emphasis on methodology than on application. Meant to be used as a reference tool not a primer on direct marketing. Index. 827 p.
REF HF5438.25 D555 1992

Directories

American Marketing Association. *The American Marketing Association International Member & Member Services Guide.* Chicago: American Marketing Association, V.1-, 1994-. (Annual).

Arranged into 2 sections. Section 1: "Marketing Services Section" provides company address and description of product and services. Entries are arranged alphabetically. Indexes: company name and geographic. Section 2: "Membership Section" is organized into 3 sections: "alphabetical listing by professional interest coding," "vocational listing" and "cross-indexing by country or residence." Useful for directory information and the information it contains on the American Marketing Association and its purpose.
REF HF5410 A463

Ehr, Catherine M. and Kenneth Estell, eds. *Business Organizations, Agencies and Publications Directory.* 6th ed. Detroit: Gale Research, 1992. (Annual).

Features more than 25,000 entries describing contacts and information sources in areas such as advertising, marketing and franchising. International and U.S. coverage. Arranged into 5 groupings. Further divided into 39 sections as outlined in the table of contents. Entries are arranged alphabetically by title. Contains address, phone number, member requirements and objectives of business information source. Master name and keyword index. URI owns 1992 issue.
REF HF3010 B86 1992.

Encyclopedia of Associations. Detroit: Gale Publications, 1961-. (Annual).

Directory of national organizations in every area including business, marketing and advertising. Arranged into a 3 volume set. Index volume arranged alphabetically by title and subject. Provides annotation numbers to locate directory information in other two volumes. Entries feature organization name, address and phone numbers, year founded, number of members, staff, budget, description of organization and its purpose, publications, committees and conventions. Easy to use and provides a wealth of information.
REF AS22 E2

Standard Directory of Advertisers. (Classified ed.). New Providence, NJ: National Register Publishing, 1974-. (Annual).

Describes more than 25,000 companies with large national and regional advertising budgets. Entries are organized into 54 business classifications, arranged alphabetically within these classifications. Entries include company name, address, telecommunication data, SIC codes, business descriptions, statistics and personnel. Also lists advertising expenditures, advertising agencies employed, type of media used, product and brand names and key advertising executives. Tables providing key advertising data directory. Features 6 indexes by brand names, companies and SIC codes for easy access. Updated 3 times a year with supplements. Geographic edition of this directory also available. Provides a wealth of company data beyond advertising expenditures.
REF HF5805 S7

Standard Directory of Advertising Agencies. New Providence, NJ: National Register Publishing, 1963-. (Annual).

Features detailed profiles of more than 4,400 advertising agencies and their branches. Arranged into 5 sections: "Advertising Agencies", "House Agencies", "Media Buying Services", "Sales Promotion Agencies" and "Public Relations." Entries are arranged alphabetically by agency name, providing address, number of employees, date founded, annual billings, breakdown of gross billings by media, key personnel and major accounts. Indexes: agency names, geographic, personnel, agency responsibilities, special market associations. Also includes lists of top agencies by billings and member list of AAAA. Considered to be the leading directory of advertising agencies. A highly respected source.
REF HF5805 S72

Thomas Register of American Manufacturers. New York: Thomas Publishing, 1996. (Annual).

Features 29 volumes that attempt to cover all U.S. manufacturing companies except food-related products and chemicals. Arranged into 3 parts: "Products and Services," organized by product then by state and city; "Company Profiles," are arranged geographically, alphabetically listing 123,000 company names with address, phone number and brief description of product, and an asset rating; "Catalog File," contains reprints of selected companies found in the *Register*. Considered to be one of the most remarkable business directories ever devised. Intimidating at first glance but simple and convenient to use when familiar with its arrangement. See also: **REF HD9321.3 T5** *Thomas Register of Food Industries Register* for similar information about food and food-related products
REF T12 T6 1995. (Keep latest only)

Ward's Business Directory of U.S. Public and Private Companies. Vol. 5 , *Ranked by Sales Within SIC.* Detroit: Gale Publications, 1995. (Annual).

Ranks companies by sales within the SIC code. Information includes, rank, company name, executive officer's name, address, type of company sales/revenues and number of employees. The same information can be found at the state level in Volume 6 "State Rankings Within SIC". URI has 1990, 1995 volumes.
REF HG4057 A575 1995

Wood, Donna, ed. *Brands and Their Companies.* 8th ed. Detroit: Gale Research, 1993-. (Annual).

A 2 volume set that provides access to 228,000 consumer brand names and 43,000 manufacturers. Organized into 2 sections. Section 1 contains an alphabetical list of brand name entries consisting of brand name, description of product, company name of manufacturer, and source code. Section 2 contains company yellow pages. An alphabetical list of all companies including address and phone number and source code. See also: **REF T223 V4 A253** *Companies and Their Brand Names*, a directory of companies listed alphabetically and all their brand names. URI has 1991 only. Because it is a 1991 source, some of the information is dated.
REF 223 V4 A25

Demographics and Statistical Sources

American Statistics Index. Washington, DC: Congressional Information Service, 1973-. (Annual).

An index to all statistical publications of the U.S. Government. Organized into 2 volumes. The "Index Volume" contains subject and names, title category and report number indexes. The "Abstracts Volume" contains full descriptions of the content and format of each publication. It is organized by unique accession number that identifies the individual publication, issuing agency and publication type. For marketing information look in the subject and names index under "marketing", "market research", "advertising", "direct marketing" etc. Easy to use, descriptions are concise and coverage is thorough. Monthly 2 volume updates. Cumulates annually.
GOVT PUB REF Z7554 U5 A46 (Index Table Govt. Pub.)

Darney, Arsen J. and Helen S. Fisher. *American Cost of Living.* Detroit: Gale Research, 1994-. (Biennial)

A compilation of reported prices for nearly 600 products and services in 443 cities in the United States. Drawn from more than 70 sources. Arranged alphabetically by city. Further divided then by products. Data includes composite cost of living index attributed to the city, measurement (pound, hour etc.), value (dollars), and date price was charged. City and metro listing. State listing. List of items covered. List of sources used.. A useful source for providing local cost of living to market researchers.
REF HD6983 A67

Demographics USA 1995: County Edition. New York: Market Statistics, 1993-.

Features over 1,500 pages of maps and demographic, economic and commercial/industrial estimates for all state and counties, including an index of buying power. Divided into 16 sections. Covers population, and race/ethnicity, age/sex groups, household related data, Effective Buying Income (EBI), retail sales and number of establishments by 12 individual store groups, 12 merchandise line categories, consumer expenditures data, establishment and employment data, occupation data, DMAs and metropolitan areas data. Also give 5-year projections by county for population, household EBI, retail sales and buying power.
REF HF5415.2 S94 1995

Editor & Publisher Market Guide. 72nd ed. New York: Editor & Publisher, 1967-. (Annual).

Features a wealth of marketing information. Provides a demographic composition and retail sales for every state, province or county and for specific cities publishing one or more daily newspapers in the U.S. and Canada. Divided into 4 sections. Section 1contains tables that show MSAs (metropolitan statistical area) ranked by size show the population, disposable income, income per household, total retail sales and sales by particular products, such as food and apparel. Section 2 provides facts and figures of the all U.S. daily newspapers markets, listed alphabetically by state and city. Section 3 provides facts and figures of all Canadian daily newspaper markets. Section 4 provides estimated retail sales, total and in 9 categories, with number of stores in each for all MSAs, county and daily newspaper cities, as well as estimated population, disposable personal income, current number of households, age of population and total income. Index.
REF HF5905 E38

Market Share Reporter. Detroit: Gale Research, 1991-. (Annual).

Compilation of published market share data in tabular form on companies, products and services, taken from periodicals and brokerage reports for several previous years. Organized in chapters by 2 digit SIC codes then by 4 digit number. Four broad categories of market share are collected. Indexes. URI has 1991, but 1995 is on order.
REF H5410 M35

Rand McNally Commercial Atlas & Marketing Guide. Chicago: Rand McNally & Co, (Annual).

Revised and updated annually. Contains maps, tables and charts that combine demographic, economic and geographic information. National, regional, state, county, city data are organized into 6 sections. Features data on population, income and sales for basic trading areas, counties and MSAs and by zip code. Includes maps of trading areas, MSAs and zip codes, as well as detailed maps of each state in the U.S. Also provides basic business data, such as wholesale trade and manufacturing data. Some data may not be as up-to-date as can be found by checking the original source. This source is leased by URI.
REF G1019 R22 (Located at the ref. atlas case)

U.S. Department of Commerce. *County and City Data Book*. Washington, DC: Department of Commerce, Bureau of the Census, 1962-. (Annual).

Provides a variety of statistical data on States, counties, cities and places in the United States including population, personal income, retail and wholesale trade, services, industries and vital statistics. Data is organized into 4 main data tables. Also includes 3 area ranking tables. Appendixes.
GOVT PUB REF C3.134/2:C38/2/

U.S. Department of Commerce, Bureau of the Census. *County Business Patterns*. Washington, DC: Department of Commerce, Bureau of the Census, 1948-. (Annual).

An annual series that includes a separate report for each State, the District of Columbia, Puerto Rico and a U.S. Summary. Includes State-and county-level mid-march employment, first quarter and annual payrolls, total number of establishments and number of establishments by-employment-size class. Data is tabulated and presented by SIC code. Serves various business uses including analyzing market potential and measuring the effectiveness of sales and advertising programs. Organized into 8 major tables. Appendixes.
REF HC101 A184

U.S. Department of Commerce, Bureau of the Census.. *Statistical Abstracts of the United States*. Washington, DC: Department of Commerce, Bureau of the Census, 1886-. (Annual).

Primary focus is on national data. Many tables present data for regions and individual states and a smaller number for metropolitan areas and cities. Organized into 31 sections. Section 31 features statistics on recent trends for major manufacturing groups and products shipment data. Index. Appendixes. A useful statistical source on a wide variety of subjects.
REF HA202 U5 (Located at ref. desk and in govt. pub.)

U.S. Executive Office of the President, Office of Management and Budget. *Standard Industrial Classification Manual 1987.* Washington, DC: Executive Office of the President, Office of Management and Budget, 1987.

Classifies business activities by product, industry or service. Consists of lists and descriptions arranged by 2 digit SIC codes (major groups) and then more detailed 4 digit SIC code which represents a particular kind of business. Developed as a guideline for reporting business statistics by the Office of Management and Budget. Useful index. Appendixes. Glossary. Principal weakness is that it has not been updated since 1987 and may not reflect newly emerging industries. 705 p.
GOVT PUB PrEx2.6/2 In27/987 (Located at the ref. desk)

Consult also:
GOVT PUB C3.223 U.S. Department of Commerce, Bureau of the Census. *Census of Population and Housing.* Also available on CD-ROM.

Advertising Media

Broadcasting & Cable Yearbook. New Providence, NJ: R.R. Bowker, 1995-. (Annual).

A 2 volume set organized into 9 sections, featuring information on laws and regulations, government agencies and ownership, AM/FM stations, television stations and markets, cable television, advertising and marketing, professional services and organizations. Important feature of this source is the statistical data for ADIs (areas of dominant influence).
REF HE8689 B77

SRDS Business Publication Rates and Data. Des Plains, IL: Standard Rate and Data Service, 1972-. (Monthly).

Features detailed information about business magazines. Organized into 3 volumes. Volume 1 lists U.S trade publications by industry groupings. Volume 2 lists U.S. healthcare publications and classified advertising media. Volume 3 lists international publications and international healthcare publications and classified advertising media. Includes data on publisher's editorial profile, personnel, representatives and/or branches, subscription rate, circulation, advertising rates and deadlines, specifications and various special issues. Index.
REF HF5905 S723

SRDS Community Publications Rates and Data. Des Plaines, IL: Standard Rate and Data Service, 1978. (Semi-annual).

Features advertising rates and criteria for weekly newspapers, religious newspapers, and shopping guides. Divided into 3 sections. Arranged alphabetically by state then city or town. Indexes.
REF HF5905 S7222

SRDS Newspaper Rates and Data. Des Plaines, IL: Standard Rate and Date Service, 1973-. (Monthly).

Features rates advertising rates and data for U.S. daily newspapers and weekly newspapers, international newspapers, newspaper comics and distributed magazines, college and university newspapers and black newspapers. Organized alphabetically within specified section. "Market Data Section" near the front of each issue, provides useful marketing statistics that give market data summary by census region and includes U.S., regional, and state basis for population. Indexes. Useful glossary.
REF HF5905 S73

SRDS Radio Advertising Source. Des Plaines, IL: Standard Rate and Data Service, 1973-. (Monthly).

Profiles 9,500 AM/FM commercial stations. Organized alphabetically by radio metros within state or city of license within state. Key data includes personnel, station formats, audience profiles and special programming. "Market Profile Section" defines metro market, ranks radio metro market by total number of person over the age of 12, Hispanic population over the age of 12 and black population over the age of 12. Indexes.
REF HF5905 S74

SRDS TV & Cable Source. Des Plaines, IL: Standard Rate and Data Service, 1973-. (Quarterly).

Profiles individual television stations, state, public and national networks, TV group owners and cable multiple group owners, syndicators, regional and national cable networks, sports networks, provides product/traffic specifications and the international section includes market overviews and country-specific profiles. The "TV Markets" section contains demographic profiles by households, population with a 5 year projection, age, sex, household income, top 15 industries, unemployment rates, occupational categories and ranking of sales by merchandise. Index. Reorganized for easier access.
REF HF5905 S745

Standard & Poor's Industry Surveys. New York: Standard & Poor's, 1974-. (Quarterly).

A comprehensive 2 volume source that offers a wealth of business and industry data.
Divided into segments consisting of "Basic and Current Analyses" covering all major domestic industries. "Basic Analysis" provides an in-depth look at each segment of the industry which is revised annually. The "Current Analysis" which serves to update the basic analysis, provides information of current issues affecting the industry and recent statistics. Organized alphabetically by broad industry sections and generally contain analysis on a variety of related industries. The "Media" section contains useful information and statistics on television and radio, cable, newspaper, publishing, magazines, advertising agencies, as well as market share and consumer trends within each industry. Subject guide. Easy to use and provides useful marketing information of major industries.
REF HC106.6 S74

Television & Cable Factbook. Washington, DC: Television Digest, 1986-. (Annual).

A directory published in 3 volumes. The "Stations" volume provides information on all U.S. and Canadian commercial and public television stations and major foreign stations. The "Cable Systems" volume provides a listing of cable systems, by state and by city with a description of each. The "TV & Cable Services" volume lists companies providing various cable related services, e.g. broadcast and cable associations and market & audience research organizations. Includes some financial and market penetration statistics. Charts and tables. Indexes. Comprehensive information.
REF TK6645 T442

Regulation of Marketing

Trade Regulation Reporter. Chicago: Commerce Clearing House, 1988-. (loose-leaf with weekly supplements).

A 7 volume service that provides detailed coverage of important federal and state laws, court decisions, Federal Trade Commission decisions, rules, controls, guides etc. relating to trade regulation, anti-trust and pricing. Cumulative index. Topical index. Table of cases. Finding lists. Currency of information is very useful.
REF KF1006.5 T125

Consult also:

Various government publications from federal agencies , such as Federal Trade Commission, Food and Drug Administration and Federal Communication Commission for guides and government reports.

Indexing Services

Business Periodicals Index. New York: H.W. Wilson, 1958/1959-.

An index arranged alphabetically by subject. Covers more than 350 business and management periodicals, including trade, professional association and some government publications. Contains bibliographic citations only. Author listing of book reviewed in the indexed journals at the end of each issue. Marketing articles are listed by subject for example, "marketing", "market share" and "market research". Ten issues a year. Cumulates annually. Easy to use with the familiar Wilson format.
REF Z7164 C61 B983 (Index Table 7)

F & S Index United States. Foster City, C.A.: Information Access, 1993-.

Indexes company, product and industry information from over 1,000 financial publications journals, business-oriented newspapers, trade magazines and special reports. Divided into two sections. Section 1: "Industries & Products" is arranged by SIC code. Table of contents gives the major divisions of this coding system. Marketing is 9914. Also contains an "Alphabetical Guide to Product Codes". Section 2: "Companies" is arranged alphabetically by company name. Each entry contains a brief description of the content of the article, abbreviation of the publication, the date and page on which the article appears. Does not contain abstracts. Additional marketing information can be found under subheading "management procedures" and "market information". Four issues a year. Cumulates annually into a 3 volume set.
REF Z7165 U5 F32 (Index Table 7)

Social Sciences Citation Index. Philadelphia, P.A.: Institute for Scientific Information, 1969-.

Can identify articles in scholarly journals by a subject search. Using the "Permuterm Subject Index Volume", look under keywords such as "marketing", "marketing research", "market" and "advertising" to locate relevant writings. Citations are arranged alphabetically by author name. Issued 3 times a year. Cumulates annually into 6 volumes.
REF Z7161 S65 (Index Table 10)

Computer Compact Discs (CD-ROM)

Proquest: ABI/Inform [CD-ROM]. (1987-). Ann Arbor, MI: UMI (Producer).

Indexes business topics articles in over 1,000 academic, management, marketing and business journals. Each entry contains a bibliographic citation and 150 word summaries of articles. Indexes allow searching by subject, company and SIC codes. Marketing information can also be found by keyword searching, for example, "marketing", "market strategy" and "advertising". URI updates quarterly.
REF CD-ROM Room

Proquest: Newspaper Abstracts [CD-ROM]. (1986-). Ann Arbor, MI: UMI (Producer).

Indexes and abstracts major national including the Wall Street Journal and the New York Times. Covers a wide variety of subjects including marketing and advertising. Allows keyword and subject searching. URI updates quarterly.
REF CD-ROM Room

PsychLit [CD-ROM]. (1974-). Washington, DC: American Psychological Association (Producer).
Available: SilverPlatter.

Indexes and abstracts over 1,300 scholarly journals related to psychology and related disciplines. Marketing information related to psychology can be found by searching under "consumer behavior," "marketing," "advertising" and "brand names." URI updates quarterly.
REF CD-ROM Room

Online Services

*Computer searching for online databases through URICA. Fee is charged. Call at the Reference Desk to make an appointment 874-2653.

BCC Market Research [Online]. Norwalk, CT: Business Communications Company (Producer).
Available: DIALOG File: BCC Market Research (764)

Includes market research reports focusing on the area of plastics, medical, materials, packaging, ceramics, optics, food, electronics, chemicals, and waste treatment. Reports provide information on market segmentation, industry structure, production and consumption statistics, marketing strategies, new technologies and applications, major company profiles, distribution networks and market penetration. Updated monthly. DIALOG cost: $1.00 per minute and $16.00 per record.

Euromonitor Market Research [Online]. (1991). London, UK: Euromonitor (Producer). Available:
DIALOG File: Euromonitor Market Research (762)

Contains the complete text of 300 market analysis reports on consumer goods and services in the world's major markets. Product sectors covered include foods, beverages, tobacco, cosmetics and toiletries, consumer health care, household chemicals, consumer electronics and electrical appliances, leisure goods, retailing and consumer services. Reports include discussions of sources of supply, consumption, prices, brands and manufacturers, advertising and promotion, distribution, market sectors and future outlook.
Updated monthly. DIALOG cost: $1.00 per minute and $16.00 per record.

FINDEX [Online]. (1985-). Bethesda, MD: Cambridge Scientific Abstracts (Producer). Available:
DIALOG File: FINDEX (196)

Indexes and abstracts all industry and market research reports, studies and surveys commercially available from U.S. and international publishers. Indexes by broad industry category and by specific industry segment or product..
Updates quarterly. DIALOG cost: $1.50 per minute and $4.50 per record.

Freedonia Market Research [Online]. (1990-). Cleveland, OH: The Freedonia Group, Inc. (Producer).
Available: DIALOG File: Freedonia Market Research (763)

Full-text reports focus on chemicals, plastics, advanced materials, packaging, environment, health care, industrial products, household goods, security systems and equipment, communications and transportation. Updated monthly. DIALOG cost: $1.00 per minute and $16.00 per record.

Frost & Sullivan Market Intelligence [Online]. (1993-). Mountain View, CA: Frost & Sullivan (Producer).
Available: DIALOG File: Frost & Sullivan Market Intelligence (765)

Full-text reports providing in-depth market studies and industry analyses that focus on data communications, telecommunications, industrial electronics, process control, test and measurement, consumer areas, biotechnology, chemical areas, computers and software, peripherals and office equipment, medical electronics, pharmaceuticals, industrial automation and health care. Reports provide market information, including market share, sales forecasts and market trends. Updated monthly. DIALOG cost: $1.00 per minute and $16.00 per record.

Marketing and Advertising Reference Service (MARS) [Online]. (1984-). Foster City, CA: Information
Access Company (Producer). Available: DIALOG File: Marketing and Reference Service (570)

Provides abstracts and full-text from over 140 source publications, on a wide variety of consumer products and services. Useful for locating market size/share information, monitoring product or service introductions, evaluating markets for existing products or services and researching the marketing and advertising strategies of competitors.
Updated daily. DIALOG cost: $1.50 per minuet and $1.40 per record.

PROMT [Online]. (1972-). Foster City, CA: Information Access Company (Producer). Available:
DIALOG File: PROMT (16)

Provides broad coverage of companies, products markets and applied technologies for all industries. Includes abstracts and full-text from more than 1,000 business publications. Daily updates. DIALOG cost $1.50 per minute and $1.65 per record.

Internet Sources

Advertising Age
Address:http://www.adage.com/

Homepage of *Advertising Age* magazine, a highly respected trade publication in the fields of advertising and marketing. Provides information about *Advertising Age*, top stories in advertising, smart marketers and their methods, interactive media and marketing, and portfolios and awards.
Maintained by Organic Online- info@Aadage.com.

American Demographics
Address: http://www.marketingtools.com

The home-page of *American Demographics Magazine*. Provides links to a range of marketing information to access by hyperlinks. The "Marketing Tools Directory" is a useful guide for providing company information organized by marketing category, e.g. demographics, direct marketing, ethnic marketing and market research. Search the directory by keyword, category or the index by company.
Maintained by American Demographics, Inc.- WebMaster@marketingtools.com.

Ad Market
Address: http://www.admarket.com/

"Ad Market" is a gateway to marketing, media, advertising and public relations content on the World Wide Web. Organized into 9 categories of marketing information access. Presented by HOTWIRED, Advertising Age and Organic ONLINE. Well organized and hyperlinks provide access to useful marketing information.
Maintained by Organic Online, Inc.- www.organic.com.

BUBL WWW Subject Tree- Section 658.8- Marketing
Address: www.bubl.bath.ac.uk/BUBL/Marketing.html

Provides access by hyperlink to a variety of marketing subject matter with a strong emphasis on marketing on the Web. The subject coverage is extensive and leads to a lot of useful and interesting marketing information. BUBL Information Service is a national service by the Joint Information Systems Committee of the Higher Education Funding Councils of England, Scotland, Wales and the Department of Education for Northern Ireland.
Maintained by BUBL Information Service- Web Administrator: c.p.brown@bath.ac.uk.

/MouseTracks/: The List of Marketing Lists
Address: http://nsns.com:80/MouseTracks/tloml.html

Provides "The List of Marketing Lists" that relate to a broad range of marketing activities and services. Include an Internet address and a brief description of the list and its purpose.
Maintained by New South Network Services- info@nsns.com.

Note: There are many sites on the Internet that contain marketing information. By using the different search engines and looking under keywords, such as "marketing," "advertising," and "market research," additional Internet sites can be found.

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